



North American  
**Festival**  
of **Wales**  
**Gŵyl**  
**Gymru**  
Gogledd America

Featuring the  
86th Annual  
Welsh National  
Gymanfa Ganu

Aug. 30-  
Sept. 2, 2018

**Alexandria, VA**

www.NAFOW.org

Sponsored by the  
Welsh  
North American  
Association

WNAA International  
Headquarters  
P O Box 1054  
Trumansburg, NY 14886  
607-279-7402  
IHQ@theWNAA.org

**Advertise at the 2018  
North American  
Festival of Wales in  
Rochester, NY**

**Friends and members of WNAA and Affiliated Welsh Organizations:**

Here is your opportunity to advertise your business or organization in the 2018 Festival program booklet. As an added value, a link or other contact information can be placed on our website until August 1, 2019, pointing visitors to your organization. This service is included in the ad price, making your information available to everyone who visits www.NAFOW.org.

**Instructions for advertising in the 2018 Souvenir Program Booklet:**

Your name/business/organization\_\_\_\_\_

Name of contact person\_\_\_\_\_

Street address or postal box\_\_\_\_\_

City, State, Zip/Postal code\_\_\_\_\_

Country\_\_\_\_\_email\_\_\_\_\_phone\_\_\_\_\_

Requested ad size (see page 2 for shapes and dimensions) in:

- Full page \$250.00
- Half page \$135.00
- Quarter page vertical \$ 75.00
- Quarter page horizontal \$ 75.00
- Inside cover color\* (2 available) \$350.00
- Full color back cover\* (1 available) \$400.00

*\*Inside and back covers will be sold on a first come, first served basis. You will be contacted if your choice is not available, so you can select another option. Any difference in price will be refunded in full.*

Advertising copy and payment are due by July 15, 2018. Make checks payable to WNAA  
Payment methods:

Check or money order enclosed: \$\_\_\_\_\_

Charge my credit card. Amount: \$\_\_\_\_\_ (circle one): M/C Visa

Name as it appears on card:\_\_\_\_\_

Account number:\_\_\_\_\_

Expiration date (MM/DD/YY):\_\_\_\_\_

Signature:\_\_\_\_\_

Mail this form with payment to:

Advertise Coordinator c/o WNAA, PO Box 1054 Trumansburg, NY 14886

Mail ad copy to the same address or send by email to [advertise@NAFOW.org](mailto:advertise@NAFOW.org).

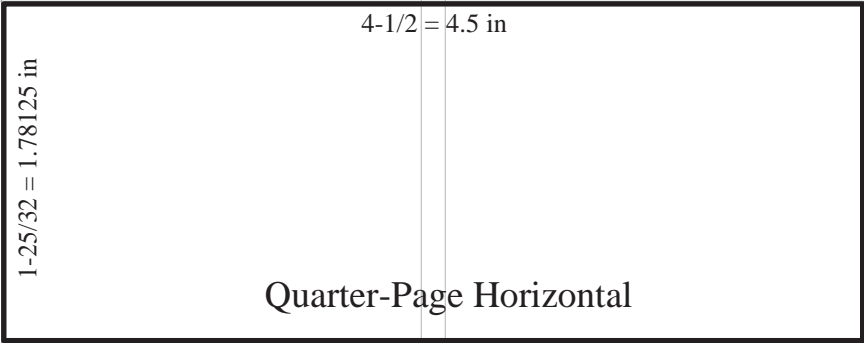
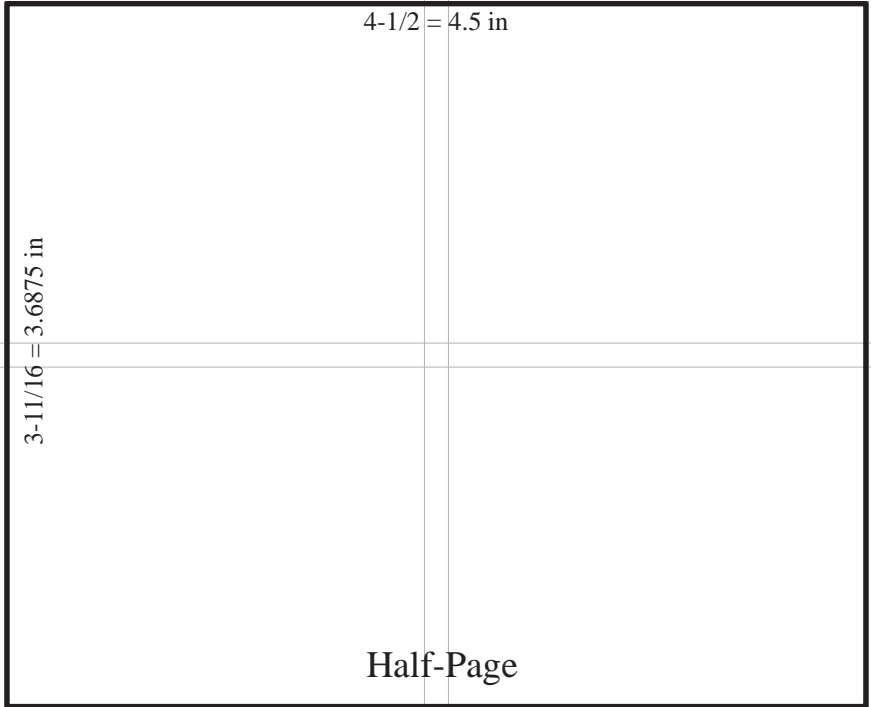
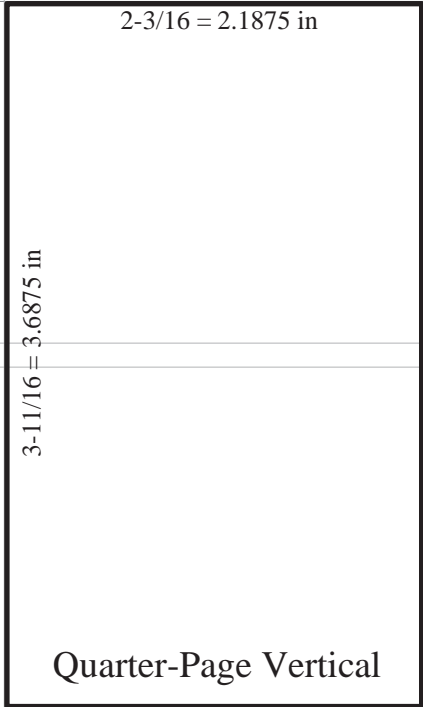
**Guidelines** (see page 2 for ad shapes, dimensions, and additional information):

Ads in PDF format are best. For logos and photos, please ensure image files (JPG, TIF or others) have sufficient resolution--see page 2. We can also scan camera-ready copy.

Beware: If you send your ad as a Word DOC file, it may not look the same at our end because of differences in software environments. Also, images contained in a DOC file may lose resolution. Please send original graphics and image files with the DOC file.

Clearly indicate the size and orientation (horizontal or vertical) of ad copy.

Questions? Information? Call (607) 279-7402 or email [advertise@NAFOW.org](mailto:advertise@NAFOW.org).



**Page and Ad Sizes:**

Each page is 5.5 in. wide by 8.5 in. high. The printed area on the page is 4.5 x 7.5, which is also the size of a full-page ad. Smaller ads will be separated by a gutter (blank space) 9 pts. = 1/8 inch wide, so half- and quarter-page ads are slightly smaller than expected.

**Guidelines for submitting advertising copy & graphics:**

Bit-mapped images (jpegs, tiffs, gifs, etc.) will be printed at 300 pixels per inch (dpi). For instance, a half-page ad, 4.5 x 3.6875 inches, will need a jpeg at least 1350 x 1106 pixels for best resolution. Please don't submit images as part of a Word file. Word images are typically 72 dpi and will look grainy when printed.

Text and black-and-white graphics require printing at 1200 dots per inch. If you want text to appear on top of a bit-mapped image (for instance, a jpeg photo with the company name and address running across the photo), you'll get best results if you send us the image without any text and let us add the desired text to the final product.

If your ad is text only, you may send it as a Word document, but bear in mind it will only stay true if it is a font that we have on our computer. If you want it to stay true to your design, please provide a PDF.

Please call with any questions.